



## WESTMONT

The Progressive Village

### APPLICATION FOR HOTEL/MOTEL FUNDS

INCORPORATED 1921

One South Cass Avenue, Westmont IL 60559 Phone: (630) 512-8570 Fax: (630) 512-8573 E-mail: PWC@westmont.il.gov

#### PROMOTE WESTMONT COMMISSION

Ollie Puccillo  
CHAIRPERSON

Ron Gunter  
COMMISSIONER-  
SECRETARY

George Bakouris  
COMMISSIONER

Richard Jones  
COMMISSIONER

Joe Long  
COMMISSIONER

Linda Sobotka  
COMMISSIONER

#### Staff

Carrie Rymek  
STAFF LIAISON

Dear Applicant:

The Village of Westmont and the Promote Westmont Commission welcome applicants to be considered for grants from the Commission. To complete our mission of promoting the Westmont community and attracting visitors to the community, we request that you follow the guidelines put forth by this commission.

Guidelines are as follows:

1. All grant requests must be received by the Promote Westmont Commission at least 90 days prior to the event.
2. An organization representative must attend the Promote Westmont meeting where grant will be discussed.
3. Application must be filled out completely and include all requested information.
4. Submit a profit and loss statement (if possible) and an event budget illustrating how the grant funds will be used for this event. All income sources for this event or program must be included in submitted report Examples - advertisement, entertainment, services etc.
5. If printed, electronic or signage materials are used in the event, all items must use the following "tag" line: **"Funding, in part or whole, for this project is provided by Village of Westmont Hotel/Motel Tax Grant Funds."**
6. Written report to commission after event including estimated number of visitors, copies of advertisements, press coverage, receipts related to grant money expenditures and Profit & Loss statement showing all income and expenses as to the results of the event. If the event made a profit, please include how these profits will be used. Report is due no later than 90 days after the event.
7. Events that do not use the above "tag" line or report back to the commission will jeopardize their future grant eligibility.

The Promote Westmont Commission mission is to "promote Westmont" by attracting visitors and tourists to Westmont through promotional and community events. Requests that do not have this specific structure will be denied approval by the commission.

After your grant request comes before the Promote Westmont Commission, the commission will forward your request with an approval or denial recommendation. The Village of Westmont will inform you when your grant request will appear before the board. A representative from your organization must appear before the Village Board. If approved, the Village will notify you as to when the funds will be made available.

The Promote Westmont Commission appreciates your organization's time and efforts in promoting the Village of Westmont.

Sincerely,

Ollie Puccillo  
Chairperson



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## APPENDIX A - Tagline, Acknowledgement and Reporting Requirements

### Part 1. Print Publications and Advertising.

**§1.1** When an applicant receives approval for funding the applicant is required to sign an acknowledgement form and agree to conditions stipulated by the Promote Westmont Commission and/or the Village Board.

**§1.2** If the grant project involves the development of any type of printed or electronically distributed information then the printed or electronically distributed information must contain a tagline that states ***"Funding, in part or whole, for this project is provided by Village of Westmont Hotel/Motel Tax Grant Funds"***.

### Part 2. Signage at Events.

**§2.1** If a grant project involves a public event like a parade, display booth or exhibition then the Grant Recipient must agree to display somewhere, in visible view by the public, that states ***"Funding, in part or whole, for this project is provided by Village of Westmont Hotel/Motel Tax Grant Funds"***.

### Part 3. Use of Village Logos.

**§3.1** In order for a Grant Recipient to use the Village Logo in conjunction with their project or event a specific request to do so must be made at the time the Grant Request is reviewed by the Promote Westmont Commission and Village Board.

### Part 4. Reporting.

**§4.1** As a minimum reporting requirement all Grant Recipients shall submit a written report which shall include paid receipts, verifications of expenses, copies of advertisements and press coverage to the Promote Westmont Commission no later than 90 days after the conclusion of their project or event. Said Report shall include a written narrative about the success of the event or project as well as detail as to how the Hotel/Motel Tax Funds were spent.

**§4.2** Failure to meet this reporting requirement may make you or your organization ineligible for any future funding through Hotel/Motel Tax Funds for at least the following year.

### Part 5. Grant Issuance.

**§5.1** The Commission may recommend and/or the Village Board may issue fifty percent (50%) of the approved grant amount. The remaining balance will be released after successful completion of the event and the Commission has completed review of the event summary, advertisement(s) copies and receipts.

**§5.2** Grants in the amount of \$2,500 or less will receive one hundred percent (100%) of the grant, upon approval by the Village Board. All reporting as indicated in 4.1 is mandatory for these grants.

### Acknowledgement:

By signing this I acknowledge that I understand the requirements and responsibilities of receiving Hotel/Motel Tax Funds and I agree to abide to these and any other stipulations that may be made by the Promote Westmont Commission and/or the Village Board.

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Signature

Date



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*State law requires that Hotel/Motel funds be spent on tourism;  
events which will promote overnight stays in Westmont.*

Event/Project/Activity: \_\_\_\_\_ Event Date(s): \_\_\_\_\_

Name of Organization or Group Sponsoring Event: \_\_\_\_\_

Organization Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Contact Person: \_\_\_\_\_  
(Please indicate position in the organization)

Address: \_\_\_\_\_ Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_

How many volunteers and/or members will take part in this event? \_\_\_\_\_

Is this the first year for your event? Yes \_\_\_\_\_ No \_\_\_\_\_. If not, how many years has this event been held? \_\_\_\_\_

Have you received prior funding for this event from Hotel/Motel Tax Funds? (If so, when and how much)

Prior Grant Funds: \_\_\_\_\_ When: \_\_\_\_\_

What is the estimated attendance? \_\_\_\_\_

Where will the event be held? \_\_\_\_\_

How many overnight stays in area hotels/motels will event encourage? \_\_\_\_\_

What specifically would the Hotel/Motel funding be used for?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ Total Amount Requested: \_\_\_\_\_

Is this event open to the general public? Yes \_\_\_\_\_ No \_\_\_\_\_

Do you intend to apply for a liquor license? Yes \_\_\_\_\_ No \_\_\_\_\_

Do you intend to use the Village of Westmont logo? Yes \_\_\_\_\_ No \_\_\_\_\_

How will this promote tourism/overnight stays in Westmont? (attach additional sheets of paper if needed).

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If profits are generated from this event how will they be used?  
(It is the Commission's opinion that profits should not be used for personal expenses.)

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The completed application must also include the following:

- There must be a budget noting line-by-line expenses. If your event is a repeat event, compare your budget against last year's actual expenses. Also include other funding sources.
- A Certificate of Insurance naming the Village as an additional insured may be required for some events.
- All Applicants agree to abide the requirements of Appendix A. A signed copy of Appendix A must accompany the submission of application.

Grant Request Submitted by: \_\_\_\_\_  
Name of organization

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_